



## **The Festival of Media Global Awards 2012 categories**

### **Entering categories**

Best Communications Strategy

Best Contribution to a Campaign by a Media Owner

Best Engagement Strategy

Best Entertainment Platform

Best Experiential Campaign

Best Social Media Campaign

Best Targeted Campaign

Best Use of Content

Best Use of the Digital Landscape

Best Use of Emerging Technology

Best Use of Mobile

The Creative Use of Media Award

The Effectiveness Award

The Public Service Award

### **Grand Prix Awards**

More information to be announced on 5 December 2011.